



School of Journalism  
and Mass Communication  
UNIVERSITY OF WISCONSIN-MADISON

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**CLASS OF 2023**  
**UNDERGRADUATES**

# AVA ALT

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**STRATEGIC  
COMMUNICATION AND  
GENDER & WOMEN'S  
STUDIES**

**J-SCHOOL TAKEAWAY**

Always double check spelling and grammar!



# MATTHEW ANDERSON

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**STRATEGIC  
COMMUNICATION, DIGITAL  
STUDIES CERTIFICATE**

## **J-SCHOOL TAKEAWAY**

Everything possible about an explosion in  
Stoughton, Wisconsin.



# BEN ASCHKENASY

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**STRATEGIC  
COMMUNICATION,  
SPORTS COMMUNICATION  
CERTIFICATE**

## **J-SCHOOL MEMORY**

Learning from Matt Hermann through  
classes within the Sports Communication  
Certificate.



# KARINA BADEY

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**STRATEGIC COMMUNICATION,  
DIGITAL STUDIES AND  
SPORTS COMMUNICATION  
CERTIFICATES**

## **J-SCHOOL MEMORY**

My favorite memory was meeting my two best friends Lola and Lauren in J201 freshman year!



# RYAN BADGER

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**REPORTING AND  
POLITICAL SCIENCE**

## **J-SCHOOL MEMORY**

Professor Wagner's 345 class dedicating our final project to a cricket that lived in the walls of one of the computer labs.



# KATHERINE BAKER

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**REPORTING AND STRATEGIC  
COMMUNICATION, SPORTS  
COMMUNICATION AND  
CRIMINAL JUSTICE  
CERTIFICATES**

## **J-SCHOOL MEMORY**

Seeing all of my "J-School friends" for the first time in person after meeting them via Zoom during the pandemic.



# KELSEY BARRETT

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## REPORTING, SPORTS COMMUNICATION CERTIFICATE

### J-SCHOOL MEMORY

My favorite J-School memory was taking J651: Sports Controversies and Professional Communication. It was my favorite course of college.



# NOAL BASIL

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**STRATEGIC COMMUNICATION,  
SPORTS COMMUNICATION  
CERTIFICATE**

## **J-SCHOOL TAKEAWAY**

One important skill I learned from the J-School is how to effectively develop creative and research-driven brand differentiation strategies while working in a collaborative environment.



# KYLE BEHRENS

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## REPORTING, SPORTS COMMUNICATION CERTIFICATE

### J-SCHOOL MEMORY

Sitting in J201 my freshman year and realizing the J-School was where I was supposed to be.



# KAYLA BELL

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**REPORTING, STRATEGIC  
COMMUNICATION AND  
POLITICAL SCIENCE**

## **J-SCHOOL TAKEAWAY**

The importance of (1) the care you show towards your subjects and interviewees and (2) the importance of connections and, more importantly, networking.



# CHARLOTTE BELLAMY

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**STRATEGIC  
COMMUNICATION, DIGITAL  
STUDIES CERTIFICATE**

## **J-SCHOOL TAKEAWAY**

I learned so much about how to successfully work in groups, which I will take with me in the future.



# ZOE BENDOFF

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**REPORTING AND STRATEGIC  
COMMUNICATION, STUDIO  
ART AND DIGITAL STUDIES  
CERTIFICATES**

## **J-SCHOOL MEMORY**

I will never forget going to Royle Printing to  
watch Curb Magazine go into production!



# SAMANTHA BENISH

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**REPORTING  
AND STRATEGIC  
COMMUNICATION**

## **J-SCHOOL TAKEAWAY**

I've learned to fully appreciate this industry. A lot of students fall out of love with their major as they progress throughout their education – I'm graduating with more passion for journalism than I could've imagined!



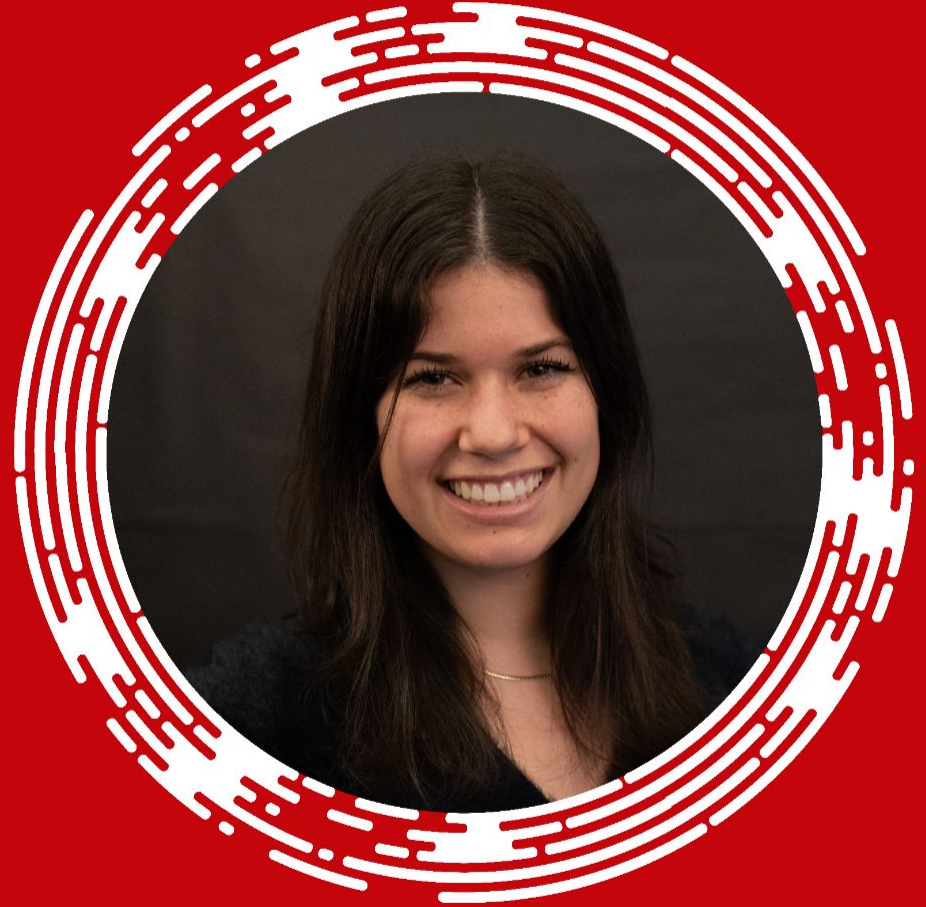
# ELOISE BENNAN

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**STRATEGIC  
COMMUNICATION, GENDER  
& WOMEN'S STUDIES  
CERTIFICATE**

**J-SCHOOL TAKEAWAY**

How to use AP style.



# MIA BERMAN

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**STRATEGIC  
COMMUNICATION**

## **J-SCHOOL MEMORY**

My favorite J-School memory is hearing from many industry professionals in Rob Master's class!



# EMILY BERNSTEIN

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**STRATEGIC  
COMMUNICATION, DIGITAL  
STUDIES CERTIFICATE**

## **J-SCHOOL TAKEAWAY**

The 4 P's – just kidding. Everything I learned from my professors has been super impactful.



# SABRINA BERNSTEIN

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## STRATEGIC COMMUNICATION

## J-SCHOOL TAKEAWAY

How powerful communication is, and how words give us superpowers.



# SALLY BLODGETT

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**STRATEGIC  
COMMUNICATION, DIGITAL  
STUDIES CERTIFICATE**

## **J-SCHOOL MEMORY**

Finding a community of people who are  
passionate about the same things I am!



# GRETCHEN BLOHM

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**REPORTING AND STRATEGIC  
COMMUNICATION,  
SPORTS COMMUNICATION  
CERTIFICATE**

## **J-SCHOOL TAKEAWAY**

How to be a professional communicator and to consider all perspectives when being a journalist.



# EMMA BLUNT

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**STRATEGIC  
COMMUNICATION AND  
POLITICAL SCIENCE,  
BUSINESS CERTIFICATE**

## **J-SCHOOL MEMORY**

Helping organizations with pro-bono work at  
Bucky™ PR!



# HANNAH BOLANDIAN

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**STRATEGIC  
COMMUNICATION, DIGITAL  
STUDIES CERTIFICATE**

## **J-SCHOOL MEMORY**

My favorite J-School memory is being able to hear from a variety of professionals who were once students in the J-School discussing their careers and experiences.



# GRACE BOND

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**REPORTING, STRATEGIC  
COMMUNICATION AND  
CRIMINAL JUSTICE**

## **J-SCHOOL MEMORY**

My favorite memory is being able to work with and learn from so many wonderful, talented people.



# CLARA BOUDETTE

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**REPORTING AND STRATEGIC  
COMMUNICATION,  
DIGITAL STUDIES AND  
SPORTS COMMUNICATION  
CERTIFICATES**

**J-SCHOOL TAKEAWAY**

The art of the follow-up question.



# MASON BRAASCH

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**REPORTING, DIGITAL  
STUDIES AND HISTORY  
CERTIFICATES**

## **J-SCHOOL MEMORY**

Curb Proof Day! Even though it was a long day filled with hard work, it was a really fun experience to be in a room with people who felt as passionately about the final product as I was, and it was so much fun to see everything come together!



# ABIGAIL BRADBURY

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## STRATEGIC COMMUNICATION, DIGITAL STUDIES CERTIFICATE

### J-SCHOOL TAKEAWAY

I learned how to think creatively and come up with new ideas. The J-School encouraged us to not just go with what works, but to strive to create new, innovative ideas and express them effectively.



# DANA BRANDT

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**REPORTING AND ENGLISH**

**J-SCHOOL TAKEAWAY**

The confidence to cold-call strangers.



# NINA BREHER

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**STRATEGIC  
COMMUNICATION AND  
SPANISH**

## **J-SCHOOL MEMORY**

When Deb Pierce bought everyone Ian's pizza before our final presentations.



# NICK BRUESEWITZ

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**REPORTING AND STRATEGIC  
COMMUNICATION,  
SPORTS COMMUNICATION  
CERTIFICATE**

## **J-SCHOOL TAKEAWAY**

Always make connections with people,  
having a large network of contacts will only  
help you professionally.



# SAMANTHA BURLAGE

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**REPORTING  
AND STRATEGIC  
COMMUNICATION, DIGITAL  
STUDIES CERTIFICATE**

## **J-SCHOOL QUOTE**

**"[J445 is a] mix of Mad Men and Project Runway."**

**-Doug McLeod**



# KELLIE JEAN CAMARDO

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**STRATEGIC  
COMMUNICATION,  
ENTREPRENEURSHIP  
CERTIFICATE**

## **J-SCHOOL MEMORY**

My favorite J-School memory is presenting my group's final campaign in J345.



# CHEYANNE CARTER

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## STRATEGIC COMMUNICATION

## J-SCHOOL TAKEAWAY

I learned the importance of making connections! The impression you leave on others lasts, so make it count!



# AMALIA CERDA

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**STRATEGIC  
COMMUNICATION AND  
CHICANO/A AND LATINO/A  
STUDIES**

## **J-SCHOOL TAKEAWAY**

My time in the J-School taught me that knowing your story and being authentic are keys to success.



# KATIE CHESEBRO

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**REPORTING AND  
COMMUNICATION ARTS,  
SPORTS COMMUNICATION,  
LEADERSHIP AND GLOBAL  
HEALTH CERTIFICATES**

## **J-SCHOOL QUOTE**

**"Good Morning young scholars"**  
**-THE Michael Wagner**



# ARI CODESPOTI

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**STRATEGIC  
COMMUNICATION,  
SPORTS COMMUNICATION  
CERTIFICATE**

## **J-SCHOOL TAKEAWAY**

I learned how to strategically think about a range of topics, analyze complex information, and communicate in an effective and productive manner.



# JULIETTE COHEN

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STRATEGIC  
COMMUNICATION

J-SCHOOL QUOTE

"The Medium is the Message!"



# CAMERON CORCORAN

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**STRATEGIC  
COMMUNICATION AND  
POLITICAL SCIENCE**

## **J-SCHOOL MEMORY**

My favorite J-School memory is working with my Mystical Media Group on our Marriott Bonvoy account in J345 and our hard work being recognized by the Student American Advertising Awards for a Brass Addy Award!



# CAROLINE CROWLEY

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**REPORTING AND STRATEGIC  
COMMUNICATION,  
ENVIRONMENTAL STUDIES  
CERTIFICATE**

## **J-SCHOOL MEMORY**

Joining the Badger Herald and meeting my  
closest friends.



# DANIELLE CSASZAR

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**REPORTING  
AND STRATEGIC  
COMMUNICATION**

## **J-SCHOOL TAKEAWAY**

The J-School provided me with the innate ability to connect with anyone and everyone and reminded me that there is always a story to be written.



# KATELYN DAVIS

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**REPORTING, EAST CENTRAL  
EUROPEAN LANGUAGES,  
LITERATURE AND CULTURES  
CERTIFICATES**

## **J-SCHOOL MEMORY**

My favorite J-School memory would  
probably have to be interning with News 3  
Now!



# ALESSANDRO DE NOVELLIS

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**STRATEGIC COMMUNICATION  
AND COMMUNICATION  
ARTS, DIGITAL CINEMA  
PRODUCTION CERTIFICATE**

**J-SCHOOL TAKEAWAY**

The value of truth.



# ADITI DEBNATH

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**REPORTING AND SPANISH**

## **J-SCHOOL QUOTE**

My J203 TA: "Yeah sorry, I didn't choose to be in this class either."



# MARGARET DEGNAN

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## REPORTING AND SPANISH, PUBLIC POLICY CERTIFICATE

### J-SCHOOL MEMORY

My favorite J-School memory is from my Journalism 335 class when I was able to write a story about the undocumented immigrant community in Madison that was published in Madison Commons.



# CHARLIE DERN

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**REPORTING, SPORTS  
COMMUNICATION  
AND DIGITAL STUDIES  
CERTIFICATES**

## **J-SCHOOL TAKEAWAY**

You will get as much out of your work as the  
amount you put in.



# WERONIKA DURACHTA

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**STRATEGIC  
COMMUNICATION,  
GRAPHIC DESIGN  
CERTIFICATE**

## **PROMPT**

J345 with Pete Long. One of the most caring professors. He really looks out for all of us!!!



# DELANEY DYKMAN

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**STRATEGIC COMMUNICATION  
AND ENVIRONMENTAL  
STUDIES, DIGITAL STUDIES  
CERTIFICATE**

## **J-SCHOOL QUOTE**

*"Always make the client happy."*



# CHARLI EISEN

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**STRATEGIC COMMUNICATION,  
DIGITAL STUDIES AND  
ENTREPRENEURSHIP  
CERTIFICATES**

## **J-SCHOOL MEMORY**

My favorite J-School memory was going with my Journalism 445 class to Mosquito Hill Nature Center to learn more about our client to improve their branding.



# LITA ELKENDIER

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**STRATEGIC COMMUNICATION,  
DIGITAL CINEMA  
PRODUCTION CERTIFICATE**

## **J-SCHOOL TAKEAWAY**

That connections are key! I will take the connections that I made at the J-School and continue to build both a strong professional network and friendships with like-minded peers.



# MAKENNA ERICKSON

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## STRATEGIC COMMUNICATION, DIGITAL STUDIES CERTIFICATE

### J-SCHOOL TAKEAWAY

I will always take with my ability to be passionate about all that I do. The J-School taught me how to lead with my best foot forward and put my all into each and every task.



# HANNAH ERNST

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**STRATEGIC  
COMMUNICATION, DIGITAL  
STUDIES CERTIFICATE**

## **J-SCHOOL MEMORY**

My favorite J-School memory was working as the Creative Director for Purina Dog Chow with Pete Long.



# ALLYSON LEE FERGOT

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REPORTING AND  
POLITICAL SCIENCE,  
EDUCATIONAL POLICY  
CERTIFICATE

J-SCHOOL TAKEAWAY

AP Style!



# STELLA FRANK

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**STRATEGIC  
COMMUNICATION, DIGITAL  
STUDIES CERTIFICATE**

## **J-SCHOOL MEMORY**

My favorite J-School memory was going to Mosquito Hill with my J445 class!



# NIA FREDRICH

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**STRATEGIC COMMUNICATION  
AND COMMUNICATION ARTS,  
SPORTS COMMUNICATION  
CERTIFICATE**

## **J-SCHOOL MEMORY**

My favorite J-School memory is creating a social media plan in Deb Pierce's class.



# GRACE FRIEDMAN

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**REPORTING  
AND STRATEGIC  
COMMUNICATION**

**J-SCHOOL TAKEAWAY**

The beauty of AP Style.



# MACKENZIE FRIEDMAN

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**STRATEGIC  
COMMUNICATION AND  
POLITICAL SCIENCE, PUBLIC  
POLICY CERTIFICATE**

## **J-SCHOOL MEMORY**

I am so thankful for the amazing friends that  
I have met through the J-School.



# WILLIAM FRIMEL

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**STRATEGIC COMMUNICATION,  
ENTREPRENEURSHIP,  
FUNDAMENTALS IN BUSINESS  
AND SPORTS COMMUNICATION  
CERTIFICATES**

## **J-SCHOOL MEMORY**

I really enjoyed working on a Greensboro Swarm team rebrand as part of my sports communications certificate.



# MARLEY GARFIELD

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## STRATEGIC COMMUNICATION, ITALIAN CERTIFICATE

### J-SCHOOL MEMORY

My favorite J-School memory is when my 202 class met for lab twice a week. Although it was a long session, we all got so close and enjoyed hearing insight from our amazing TA Emily.



# LOLA GEARY

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## STRATEGIC COMMUNICATION, DIGITAL STUDIES CERTIFICATE

### J-SCHOOL MEMORY

Waking up a friend I met in J201 for our midterm freshman year 10 minutes before it started and rushing to take the exam together. We have now been roommates for the past 3 years.



# SIVAN GINOR

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**STRATEGIC  
COMMUNICATION,  
ENTREPRENEURSHIP AND  
BUSINESS CERTIFICATES**

## **J-SCHOOL MEMORY**

My favorite memory is winning the Tompkins Cup.



# CHARLOTTE GOLD

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## STRATEGIC COMMUNICATION

### J-SCHOOL TAKEAWAY

One thing I learned from the J-School that I will take with me is that there are always multiple sides to every story.



# EVA GOLDMAN

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## STRATEGIC COMMUNICATION

### J-SCHOOL TAKEAWAY

It's important to be passionate about your ideas, no matter how big or small, because passion will lead to impactful results.



# DEVLIN GOODRIDGE

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**STRATEGIC  
COMMUNICATION,  
HISTORY CERTIFICATE**

**J-SCHOOL TAKEAWAY**

Importance of team collaboration.



# CHARLES GOTTLIEB

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## REPORTING AND POLITICAL SCIENCE

### J-SCHOOL TAKEAWAY

One thing, of many, that I will take from the J-School is the skill set to connect with those from different backgrounds. Building trust is so crucial as a journalist and I feel that the J-School has developed question-asking skills in me that are imperative for building trust in different communities.



# ANICA GRANEY

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**REPORTING  
AND STRATEGIC  
COMMUNICATION, DIGITAL  
STUDIES CERTIFICATE**

**J-SCHOOL MEMORY**

Winning the Tompkins Cup with my J202 lab!



# MAGUIRE GRAYSON

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**STRATEGIC  
COMMUNICATION, DIGITAL  
STUDIES CERTIFICATE**

## **J-SCHOOL MEMORY**

My favorite J-School memory is taking classes with my friends and spending time studying on the 5th floor of the J-School.



# ERIN GRETZINGER

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**REPORTING, STRATEGIC  
COMMUNICATION AND  
FRENCH**

## **J-SCHOOL TAKEAWAY**

The J-School not only provided me with the skills to be a successful journalist – it gave me the tools to evolve in an ever-changing industry and inspired me to pursue journalism with vigor.



# LILY GUBERNICK

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**STRATEGIC  
COMMUNICATION, DIGITAL  
STUDIES CERTIFICATE**

## **J-SCHOOL MEMORY**

Going to Dunkin Donuts for a group project,  
having a photoshoot and getting free  
donuts!



# ANNALEE GUNDERSON

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**STRATEGIC COMMUNICATION  
AND COMMUNICATION ARTS,  
SPORTS COMMUNICATION  
AND ENTREPRENEURSHIP  
CERTIFICATES**

## **J-SCHOOL MEMORY**

My favorite J-School memory was creating a marketing plan for the Certificate in Sports Communication on campus in J564 with Deb Pierce.



# CAITLYN HALFON

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**REPORTING,  
ENVIRONMENTAL STUDIES  
AND GENDER & WOMEN'S  
STUDIES CERTIFICATES**

## **J-SCHOOL MEMORY**

Winning The Tompkins Cup with my lab  
group during Spring '21!



# LAUREN HANDO

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**STRATEGIC  
COMMUNICATION, DIGITAL  
STUDIES CERTIFICATE**

## **J-SCHOOL MEMORY**

I met some of my best friends through the J-School and will have them for the rest of my life.



# TAYLOR HEINICKE

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**STRATEGIC COMMUNICATION,  
TEACHING ENGLISH TO  
SPEAKERS OF OTHER  
LANGUAGES CERTIFICATE**

## **J-SCHOOL MEMORY**

Any and all 565s lecture with Doug McLeod  
on the history of advertising.



# KATHERINE HERTZ

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**STRATEGIC  
COMMUNICATION AND  
POLITICAL SCIENCE**

## **J-SCHOOL MEMORY**

Working with my 463 agency to create a media strategy for Maxwell Mansion.



# NICOLE HERZOG

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**REPORTING  
AND STRATEGIC  
COMMUNICATION, DIGITAL  
STUDIES CERTIFICATE**

## **J-SCHOOL TAKEAWAY**

Be like Al Tompkins and “aim for the heart” in all forms of storytelling!



# CHARLIE HILDEBRAND

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REPORTING, PUBLIC  
POLICY CERTIFICATE

J-SCHOOL MEMORY

Taking Curb Magazine!



# EMILY HIRSCH

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**REPORTING, CRIMINAL  
JUSTICE CERTIFICATE**

## **J-SCHOOL MEMORY**

My favorite J-School memory is making friends in my J202 lab group that I still have today!



# ANNIE HOLM

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## STRATEGIC COMMUNICATION

## J-SCHOOL QUOTE

"Wake up and work harder than you did the day before."

-Jennifer Fisher, guest speaker from Rob Master's J676 class



# HALLIE HUMBERT

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**STRATEGIC  
COMMUNICATION AND  
POLITICAL SCIENCE**

**J-SCHOOL TAKEAWAY**

The importance of community and  
teamwork!



# JAMIE INSUL

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**STRATEGIC  
COMMUNICATION, ART  
HISTORY CERTIFICATE**

**J-SCHOOL MEMORY**

Taking a course on the literary aspects of journalism to see how journalism plays out in books and storytelling.



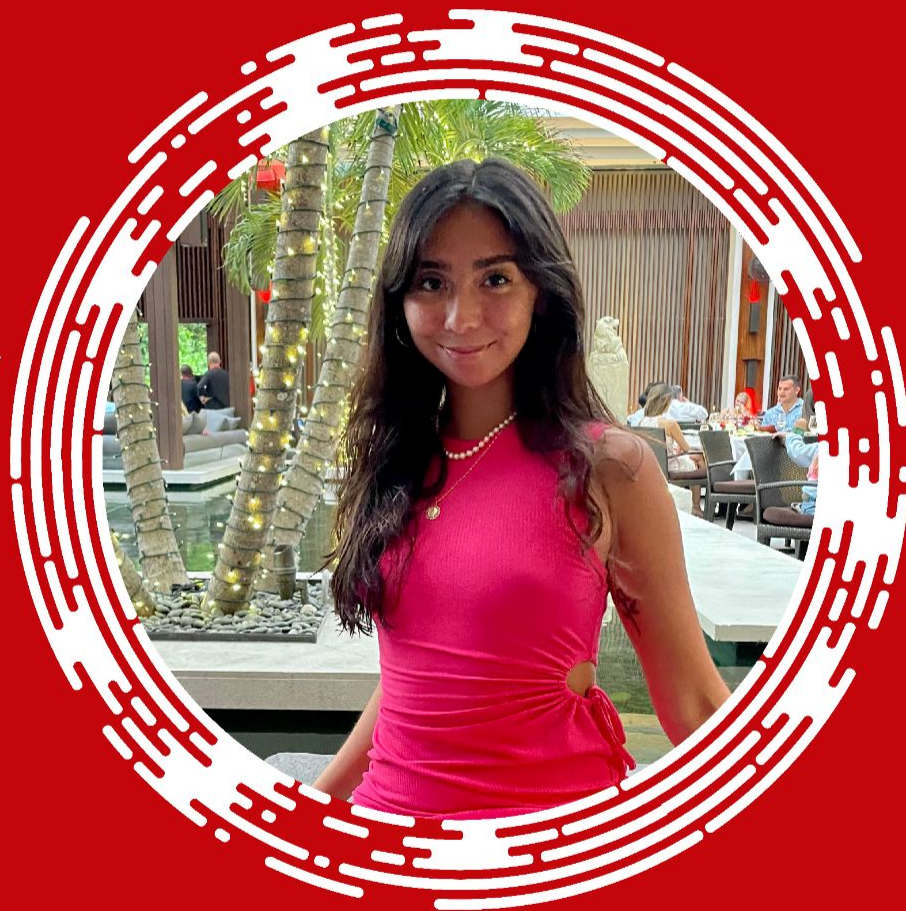
# SOFIA IRGOYEN- BARRIENTOS

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**STRATEGIC COMMUNICATION,  
GENDER & WOMEN'S STUDIES  
AND DIGITAL STUDIES  
CERTIFICATES**

## **J-SCHOOL MEMORY**

I loved connecting with other Latinas on campus for my J202 individual story project on Latinas in sororities.



# ALEXA IROM

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## STRATEGIC COMMUNICATION, DIGITAL STUDIES CERTIFICATE

### J-SCHOOL MEMORY

My favorite J-School memory was creating my own fictional business and creating a business suite of designs for this business idea. This was my favorite memory because I loved seeing my business dream come to life through my designs.



# JACOB JENNINGS

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**REPORTING AND STRATEGIC  
COMMUNICATION,  
SPORTS COMMUNICATION  
CERTIFICATE**

## **J-SCHOOL TAKEAWAY**

In Journalism 601, a guest speaker, AJ Bayatpour, came to class to share his message -- sometimes in life, you have to eat a "sh\*t sandwich."



# SAMANTHA JOHNSON

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**STRATEGIC COMMUNICATION  
AND COMMUNICATION  
ARTS, DIGITAL CINEMA  
PRODUCTION CERTIFICATE**

## **J-SCHOOL QUOTE**

"You guys give Line Leap \$60 to get into a bar?!"

- Katie Culver, J563



# MATTHEW KANter

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## REPORTING, SPORTS COMMUNICATION CERTIFICATE

### J-SCHOOL TAKEAWAY

Creativity knows no bounds. Everyone has something to offer and if you put the work in, you can go wherever you want. The only way is up.



# HOPE KARNOPP

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**REPORTING AND STRATEGIC  
COMMUNICATION,  
PUBLIC POLICY AND  
ENVIRONMENTAL STUDIES  
CERTIFICATES**

## **J-SCHOOL MEMORY**

The annual Cardinal-Herald football and softball games!



# ELIZABETH KARNOWSKI

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**REPORTING  
AND STRATEGIC  
COMMUNICATION, PUBLIC  
POLICY CERTIFICATE**

## **J-SCHOOL QUOTE**

**"The essence of journalism is the process of selection."**

**-Pete Williams, from J335 Guest Lecture**



# ROSE KELLEHER

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**STRATEGIC  
COMMUNICATION**

**J-SCHOOL MEMORY**

Media Law with Katy Culver.



# AUSTIN KELLER

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**REPORTING AND STRATEGIC  
COMMUNICATION,  
SPORTS COMMUNICATION  
CERTIFICATE**

**J-SCHOOL MEMORY**

Professor Sue Robinson's baked goods!



# ANN KERR

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**STRATEGIC  
COMMUNICATION,  
BUSINESS AND DIGITAL  
STUDIES CERTIFICATES**

**J-SCHOOL MEMORY**

Creating the 2022 edition of Curb Magazine,  
Curb Pulse.



# JENNA KESTAN

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## STRATEGIC COMMUNICATION

### J-SCHOOL MEMORY

Presenting my project for the CSC  
certificate in my Account Planning class.



# REBECCA KITE

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**REPORTING, STUDIO ART  
PHOTOGRAPHY AND  
AFRO-AMERICAN STUDIES  
CERTIFICATES**

## **J-SCHOOL TAKEAWAY**

The J-School taught me the value of making and maintaining relationships with your sources in order to deepen your understanding of a community.



# CLAIRE KOEPPEN

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**STRATEGIC  
COMMUNICATION AND  
ENGLISH, DIGITAL STUDIES  
CERTIFICATE**

**J-SCHOOL MEMORY**

Traveling to Polk County!



# KAYLA KORNITSKY

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**STRATEGIC COMMUNICATION,  
DIGITAL STUDIES AND  
ENTREPRENEURSHIP  
CERTIFICATES**

**J-SCHOOL TAKEAWAY**

The importance of community!



# MARK LABAK

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**STRATEGIC  
COMMUNICATION AND  
COMMUNICATION ARTS**

## **J-SCHOOL MEMORY**

Winning the 345 Hilton "account." Shoutout the Grapefruit agency.



# GABRIELLE LEVITT

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**STRATEGIC  
COMMUNICATION AND  
PSYCHOLOGY**

## **J-SCHOOL TAKEAWAY**

The support of the J-School students and professors when I lost my father this year.



# JONATHAN LIPMAN

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**STRATEGIC  
COMMUNICATION, SPORTS  
COMMUNICATION AND  
BUSINESS CERTIFICATES**

## **J-SCHOOL MEMORY**

My favorite J-School memory was winning the J202 group project competition with our coffee-based social network: "Busy Beans."



# MORGANA LIPTON

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**STRATEGIC  
COMMUNICATION, DIGITAL  
STUDIES CERTIFICATE**

## **J-SCHOOL MEMORY**

Building my portfolio with every assignment was a highlight of my J-School experience, as each class brought a unique element to enhance its content and scope.



# MAE LOGAN

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**STRATEGIC  
COMMUNICATION, PUBLIC  
POLICY AND DIGITAL  
STUDIES CERTIFICATES**

**J-SCHOOL TAKEAWAY**

Teamwork and group work skills!



# COURTNEY LOTH

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**STRATEGIC  
COMMUNICATION, DIGITAL  
STUDIES CERTIFICATE**

**J-SCHOOL MEMORY**

Working with Sunday Brunch and  
AgencyOne! Best teams ever, you all ROCK!



# ROSE MARDER

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**REPORTING  
AND STRATEGIC  
COMMUNICATION, DIGITAL  
STUDIES CERTIFICATE**

## **J-SCHOOL TAKEAWAY**

The interviewing and reporting skills I have learned during my time in the J-School will be helpful as I pursue a career in writing.



# EMMA MARING

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**STRATEGIC COMMUNICATION  
AND POLITICAL SCIENCE,  
BUSINESS FUNDAMENTALS,  
ENTREPRENEURSHIP AND  
PUBLIC POLICY CERTIFICATES**

## **J-SCHOOL MEMORY**

Winning the Tompkins Cup in J202 for our  
app "Busy Beans."



# ZACHARY MARSHALL

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**STRATEGIC  
COMMUNICATION**

**J-SCHOOL TAKEAWAY**

That Vilas Hall is most definitely haunted.



# LUKE MCCOURT

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**STRATEGIC  
COMMUNICATION, DIGITAL  
STUDIES CERTIFICATE**

**J-SCHOOL MEMORY**

Brand Management with Pete Long.



# CLARE MCMANAMON

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**STRATEGIC  
COMMUNICATION AND  
POLITICAL SCIENCE,  
DIGITAL STUDIES  
CERTIFICATE**

## **J-SCHOOL TAKEAWAY**

Lead your career with purpose and always  
triple-check your spelling.



# SHANNON MCMANUS

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**STRATEGIC COMMUNICATION  
AND COMMUNICATION  
ARTS, DIGITAL STUDIES  
AND GRAPHIC DESIGN  
CERTIFICATES**

## **J-SCHOOL TAKEAWAY**

Journalism is so much more than writing and reporting, as it can bring together so many skill sets involving communication and beyond.



# ALLISON MCNEIVE

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**STRATEGIC  
COMMUNICATION, DIGITAL  
STUDIES CERTIFICATE**

## **J-SCHOOL TAKEAWAY**

Creativity is like a muscle. The more you work at it, the better your ideas will become. Trust the process!



# BROOKE MESSAYE

---

**REPORTING AND STRATEGIC  
COMMUNICATION,  
DIGITAL STUDIES, SPORTS  
COMMUNICATION AND CRIMINAL  
JUSTICE CERTIFICATES**

## **J-SCHOOL MEMORY**

Unequivocally CURB! While I didn't get much sleep for the entirety of the semester, it was all worth it based on the relationships I was able to build!



# LAUREN MEYER

---

**STRATEGIC COMMUNICATION,  
GENDER & WOMEN'S STUDIES  
AND DIGITAL STUDIES  
CERTIFICATES**

## **J-SCHOOL QUOTE**

*"The medium is the message."*



# SAMANTHA MEYERSON

---

**STRATEGIC  
COMMUNICATION,  
GRAPHIC DESIGN  
AND DIGITAL STUDIES  
CERTIFICATES**

## **J-SCHOOL MEMORY**

All the friend's I've made in my classes.



# JUSTIN MIELKE

---

**REPORTING AND STRATEGIC  
COMMUNICATION,  
SPORTS COMMUNICATION  
AND DIGITAL STUDIES  
CERTIFICATES**

## **J-SCHOOL TAKEAWAY**

A great picture cannot be seen, yet felt.



# MOLLY MILBOURNE

---

**STRATEGIC  
COMMUNICATION, DIGITAL  
STUDIES CERTIFICATE**

**J-SCHOOL TAKEAWAY**

Always have a point of view.



# ELISABETH MILIUS

---

**STRATEGIC  
COMMUNICATION, DIGITAL  
STUDIES CERTIFICATE**

**J-SCHOOL TAKEAWAY**

Be creative and have fun with everything you do!



# ERICA MILLER

---

**REPORTING  
AND STRATEGIC  
COMMUNICATION, DIGITAL  
STUDIES CERTIFICATE**

## **J-SCHOOL MEMORY**

Winning the Tompkins Cup Award in J202  
during spring 2021!



# MCKENZIE MILLER

---

**STRATEGIC  
COMMUNICATION,  
BUSINESS CERTIFICATE**

## **J-SCHOOL MEMORY**

My favorite memory of the J-school was conducting focus groups for J449! It was great to have such hands-on work in the field.



# JOHN MITCHEL

---

**STRATEGIC COMMUNICATION  
AND COMMUNICATION  
ARTS, DIGITAL STUDIES  
CERTIFICATE**

## **J-SCHOOL TAKEAWAY**

I can now have multiple anxieties attacks  
simultaneously!



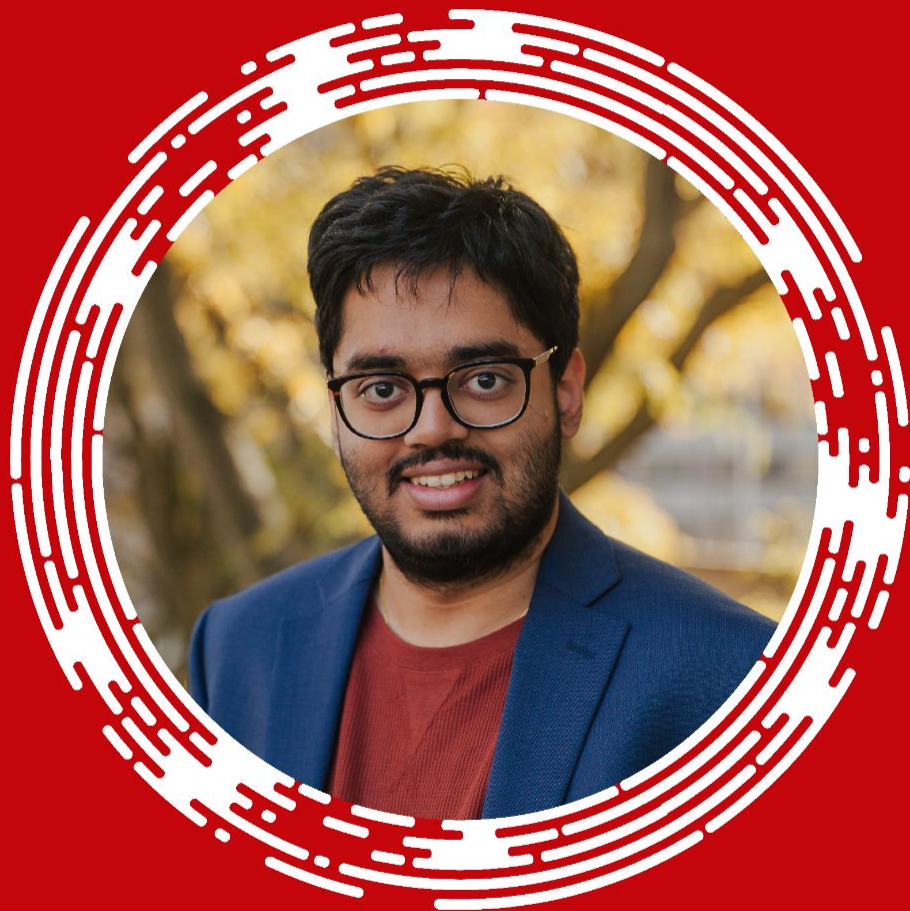
# ANUPRAS MOHAPATRA

---

## REPORTING AND COMPUTER SCIENCE

### J-SCHOOL TAKEAWAY

I learned from the J-School that the use of superfluous, pretentious language in written communication does not produce the effect one might expect. You're not necessarily going to impress people with an extensive vocabulary. Instead, you're going to lose them. Remember to KISS.



# BENJAMIN MOODY

---

**STRATEGIC  
COMMUNICATION,  
SPORTS COMMUNICATION  
CERTIFICATE**

**J-SCHOOL TAKEAWAY**

Always proof-read your work!



# GINA MUSSO

---

**REPORTING, STRATEGIC  
COMMUNICATION AND  
POLITICAL SCIENCE**

## **J-SCHOOL TAKEAWAY**

One thing that I learned from the J-School that I will take with me is strategies when it comes to communicating professionally both through verbal and written correspondence.



# MATTHEW NESCHIS

---

REPORTING AND HONORS  
ENGLISH, SPORTS  
COMMUNICATION  
CERTIFICATE

## J-SCHOOL QUOTE

There's always a story hidden in plain sight.



# ELIZABETH NOWAKOWSKI

---

**REPORTING AND FRENCH**

## **J-SCHOOL TAKEAWAY**

My time in the J-School inspired a deep curiosity for the world around me and a passion for story-telling.



# SARAH NUNNERY

---

**STRATEGIC  
COMMUNICATION,  
ENTREPRENEURSHIP  
CERTIFICATE**

## **J-SCHOOL TAKEAWAY**

From the Journalism School, one thing I can take away is the power of storytelling and how it can be used to effectively communicate and connect with others.



# JACK O'HARE

---

**STRATEGIC  
COMMUNICATION, DIGITAL  
STUDIES CERTIFICATE**

**J-SCHOOL TAKEAWAY**

Better communication allows for better  
human connection.



# EMILY O'NEIL

---

**STRATEGIC COMMUNICATION,  
STUDIO ART - PHOTOGRAPHY  
CERTIFICATE**

## **J-SCHOOL MEMORY**

My favorite course that I took in SJMC was J564, Media and the Consumer, taught by Robert Master. He brought in various guest speakers that were very inspiring and showed different career paths that can be taken.



# STEFANI OZER

---

**STRATEGIC COMMUNICATION,  
DIGITAL STUDIES AND  
ENTREPRENEURSHIP  
CERTIFICATES**

## **J-SCHOOL MEMORY**

My favorite J-School memory is my field trip to Mosquito Hill for J445.



# GRACE PAAR

---

## STRATEGIC COMMUNICATION, DIGITAL STUDIES CERTIFICATE

### J-SCHOOL TAKEAWAY

The J-School taught me that communication is a powerful tool! I have learned how to make connections with people that last beyond the classroom and this will help me in my personal and professional life.



# GRETA PASCHKE

---

**STRATEGIC  
COMMUNICATION, DIGITAL  
STUDIES CERTIFICATE**

## **J-SCHOOL MEMORY**

My favorite memory is volunteering our time in J464 to help launch the expansion of Madison Area Food Pantry Gardens.



# EVA PASSARELLI

## GEMBKA

---

**STRATEGIC  
COMMUNICATION**

### **J-SCHOOL MEMORY**

My favorite J-School memory is creating advertising campaigns with my classmates.



# ASHLEY PEKIN

---

## STRATEGIC COMMUNICATION, ENTREPRENEURSHIP CERTIFICATE

### J-SCHOOL TAKEAWAY

The 4Ps of the Marketing Mix was the most beneficial thing I've learned in the J-School and will take with me at my future job.



# ERIK PFANTZ

---

**REPORTING AND STRATEGIC  
COMMUNICATION, PUBLIC  
POLICY, ENVIRONMENTAL  
STUDIES AND INTEGRATED  
LIBERAL STUDIES CERTIFICATES**

**J-SCHOOL TAKEAWAY**

Ask tough questions.



# LINDSEY POLLACK

---

**STRATEGIC COMMUNICATION,  
DIGITAL STUDIES AND  
ENTREPRENEURSHIP  
CERTIFICATES**

## **J-SCHOOL MEMORY**

My favorite J-School memory is the field trip that my J445 class took to Mosquito Hill Nature Center, our client for a creative plan campaign project.



# ELENA PRICE

---

**REPORTING, STRATEGIC  
COMMUNICATION AND  
SPANISH**

## **J-SCHOOL TAKEAWAY**

I've really grown in my communication skills, not only for interviewing, but also in my personal life. Learning to be a good communicator is so important for so many aspects of life.



# PUTRI INDIRA

---

**STRATEGIC  
COMMUNICATION AND  
COMMUNICATION ARTS**

**J-SCHOOL TAKEAWAY**

Networking networking networking!



# YESENIA RAMOS

---

**STRATEGIC  
COMMUNICATION AND  
DIGITAL STUDIES**

## **J-SCHOOL TAKEAWAY**

Don't waste time doing something you don't love. There's so much more out there, you just have to go for it.



# JAMIE RANDALL

---

**REPORTING AND STRATEGIC  
COMMUNICATION,  
BUSINESS AND DIGITAL  
STUDIES CERTIFICATES**

## **J-SCHOOL TAKEAWAY**

To always ask questions and use your professors as a resource. They are amazing and want to see you succeed!



# GILLIAN RAWLING

---

**REPORTING, LEGAL  
STUDIES CERTIFICATE**

## **J-SCHOOL MEMORY**

Becoming really good friends with one of my coworkers who is also a J-School grad.



# KATHERINE RAYNES

---

**STRATEGIC  
COMMUNICATION AND  
PSYCHOLOGY**

## **J-SCHOOL MEMORY**

My favorite J-School memory was when my Journalism 345 team completed our mock campaign that we worked so hard on all semester. We later found out we won an American Advertising Award from the American Advertising Federation.



# GRACE REBER

---

## REPORTING AND COMMUNICATION ARTS

### J-SCHOOL MEMORY

Meeting all my J-School best friends in J202 during our final project! Even though we were on Zoom, I made some of the most amazing friends through my J202 lab that I still have today.



# SARALEE REED

---

**REPORTING AND  
POLITICAL SCIENCE, ART  
HISTORY AND PUBLIC  
POLICY CERTIFICATES**

## **J-SCHOOL TAKEAWAY**

The value of amplifying the stories and voices of our communities.



# SYDONA ROBERTS

---

**STRATEGIC COMMUNICATION,  
SPORTS COMMUNICATION  
AND PUBLIC POLICY  
CERTIFICATES**

## **J-SCHOOL QUOTE**

**"There is room for both inclusivity and free speech on this campus and in society. Don't let anyone tell you otherwise."**

**- Katy Culver, J563**



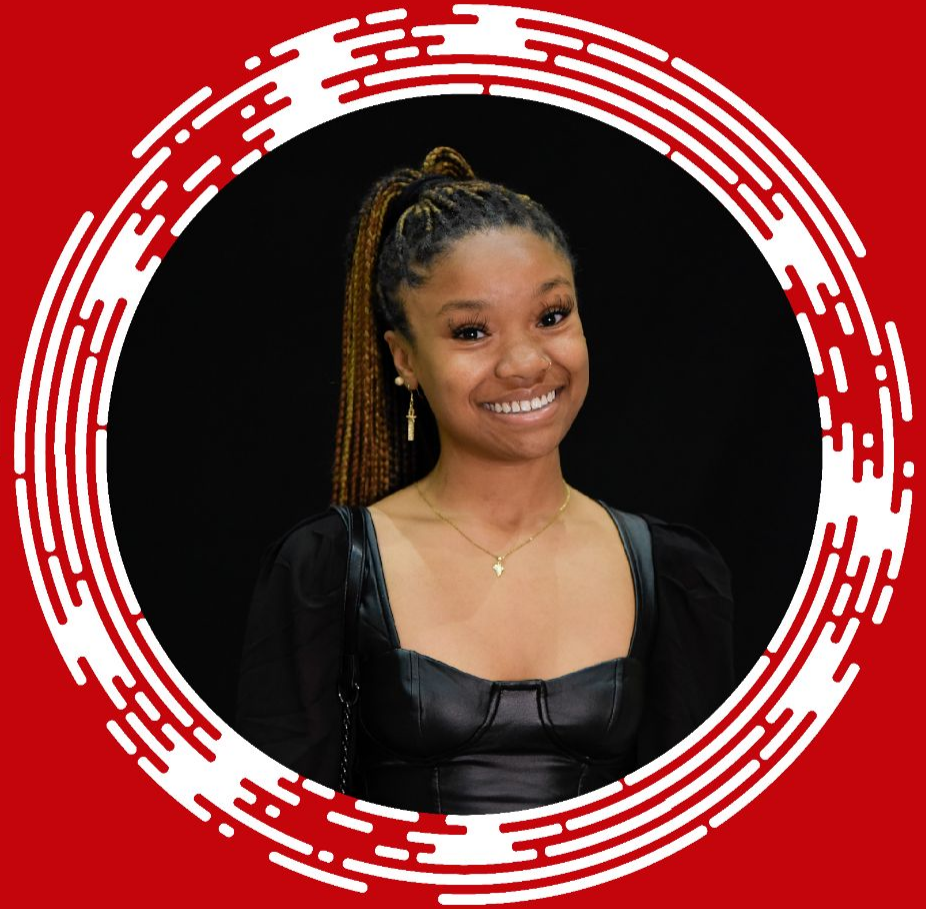
# ROBIN ROBINSON

---

**REPORTING AND  
ANTHROPOLOGY, AFRICAN  
AMERICAN STUDIES  
CERTIFICATE**

## **J-SCHOOL MEMORY**

My favorite J-School memory was being in Curb Magazine, definitely the best class in the J-School!



# CAROLINE ROBSON

---

**STRATEGIC  
COMMUNICATION AND  
COMMUNICATION  
ARTS, DIGITAL STUDIES  
CERTIFICATE**

## **J-SCHOOL TAKEAWAY**

The J-School taught me that I like working in collaborative environments and having a strong community of people around me.



# JOSHUA RODDY

---

**STRATEGIC  
COMMUNICATION,  
ENTREPRENEURSHIP  
CERTIFICATE**

## **J-SCHOOL TAKEAWAY**

It isn't always about doing things by the book, it's about being creative.



# EMILY ROHLOFF

---

## STRATEGIC COMMUNICATION AND ENGLISH

### J-SCHOOL MEMORY

My time in J417: Magazine Publishing is my favorite memory of the J-School. The great people I met, the fun we had in the class and the pride we all had for our finished work in the magazine will always stay with me.



# JAKE ROME

---

**REPORTING AND  
COMMUNICATION  
ARTS, DIGITAL CINEMA  
PRODUCTION CERTIFICATE**

## **J-SCHOOL QUOTE**

"This class may say it's 4 credits, but it will feel like 10."



# ANNABELLA ROSCIGLIONE

---

**REPORTING, GLOBAL  
HEALTH CERTIFICATE**

## **J-SCHOOL QUOTE**

*"Be skeptical, not cynical."*

-Mike Wagner, J201, Fall 2019



# ALEXA ROSE

---

## REPORTING AND STRATEGIC COMMUNICATION, DIGITAL STUDIES CERTIFICATE

### J-SCHOOL MEMORY

This semester in J475 I had the opportunity to go with a group of students into the community and work with Cultural Connections.



# RAQUEL ROTHSTEIN

---

**STRATEGIC  
COMMUNICATION, DESIGN  
STRATEGY CERTIFICATE**

## **J-SCHOOL MEMORY**

All the hands-on experiences and projects in each course and the friends I made throughout. Especially J345 and winning the campaign competition!



# RACHEL SACHS

---

## STRATEGIC COMMUNICATION

### J-SCHOOL TAKEAWAY

One thing that I learned from the J-School, that will be useful in my future career, is how different media platforms can persuade and engage a specific target audience.



# LUCY SASLOW

---

**REPORTING, DESIGN  
STRATEGY CERTIFICATE**

**J-SCHOOL TAKEAWAY**

To always lead with empathy.



# OLIVIA SCHAFFER

---

## STRATEGIC COMMUNICATION

### J-SCHOOL TAKEAWAY

Working on class work that reflects professional projects in the “real world” is the best way to learn and be prepared for a career after graduation.



# KARLI SCHMITZ

---

**STRATEGIC COMMUNICATION,  
DIGITAL STUDIES AND  
SPORTS COMMUNICATION  
CERTIFICATES**

## **J-SCHOOL MEMORY**

All of the fun group projects I've been apart of along with the people I've met and connections I've made along the way.



# KARLEA SCHUELKE

---

**STRATEGIC COMMUNICATION  
AND COMMUNICATION ARTS,  
ENVIRONMENTAL STUDIES  
AND CHICANO/A & LATINO/A  
STUDIES CERTIFICATES**

## **J-SCHOOL MEMORY**

Getting to work with real clients in PRSSA  
and in courses like J445.



# JOHN SCHULTZ

---

## REPORTING

## J-SCHOOL TAKEAWAY

Most important information first.



# ZACHARY SCHUMACHER

---

**STRATEGIC  
COMMUNICATION, DIGITAL  
STUDIES CERTIFICATE**

## **J-SCHOOL MEMORY**

Creating a digital media campaign in Deb Pierce's J464 class and getting to see our client adopting some of our ideas.



# ELYSSA SELTZER

---

**STRATEGIC  
COMMUNICATION AND  
GENDER & WOMEN'S  
STUDIES**

## **J-SCHOOL TAKEAWAY**

Diligent research will truly make you stand out in the strategy field.



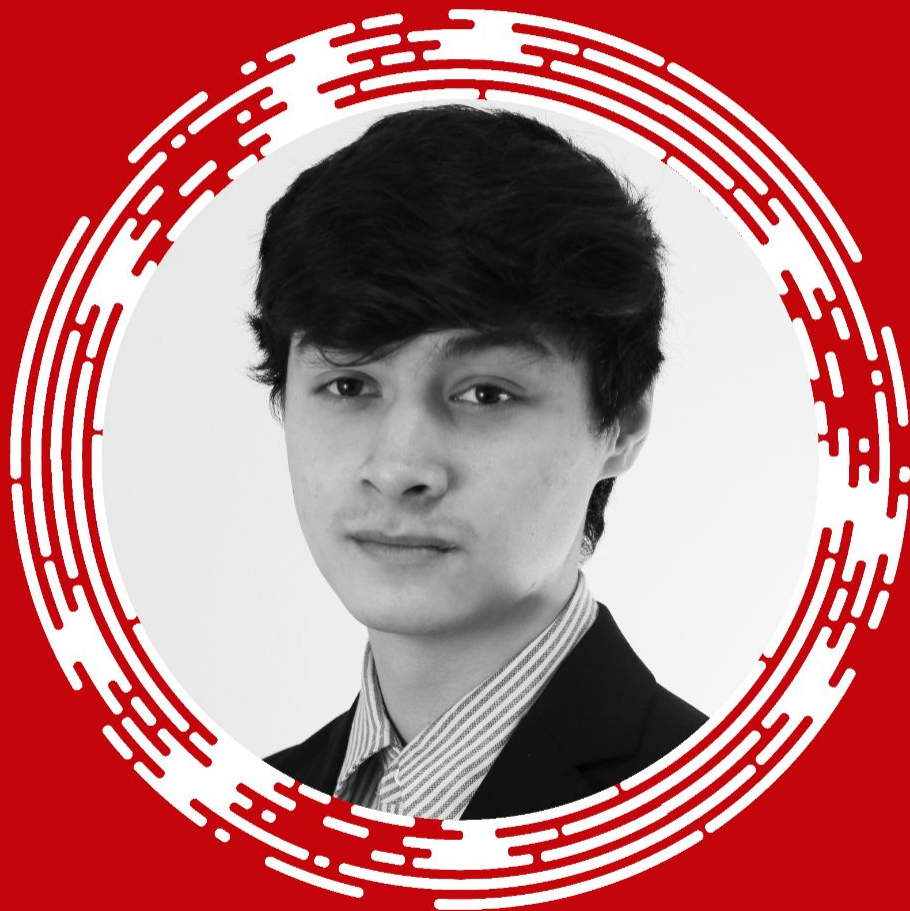
# OWEN SHAO

---

## REPORTING

## J-SCHOOL TAKEAWAY

A hatred for WordPress.



# ELLA SHAPIRO

---

**STRATEGIC  
COMMUNICATION, DIGITAL  
STUDIES CERTIFICATE**

## **J-SCHOOL TAKEAWAY**

The importance of learning how to tell a story, and using your voice to do so.



# MATTHEW SHAW

---

**STRATEGIC  
COMMUNICATION, DIGITAL  
STUDIES CERTIFICATE**

**J-SCHOOL TAKEAWAY**

Be clear and concise in everything you do.



# CHLOE SHEFTEL

---

**STRATEGIC  
COMMUNICATION,  
GRAPHIC DESIGN  
CERTIFICATE**

## **J-SCHOOL TAKEAWAY**

How to work well with other students in a collaborative environment.



# AASHNA SHETH

---

**STRATEGIC  
COMMUNICATION AND  
INTERNATIONAL STUDIES,  
PUBLIC POLICY CERTIFICATE**

## **J-SCHOOL MEMORY**

I always loved meeting strangers that were also in the J-School and having an immediate connection with them and having shared experiences.



# BROOKE SILVER

---

## STRATEGIC COMMUNICATION, DIGITAL STUDIES CERTIFICATE

### J-SCHOOL TAKEAWAY

I've learned how to collaborate efficiently and effectively with my classmates and with real world clients!



# ZACHARY SILVERMAN

---

**STRATEGIC  
COMMUNICATION**

**J-SCHOOL MEMORY**

The countless J-School and Badger Alumni that would come and share their stories with us.



# REBECCA SKLAR

---

## STRATEGIC COMMUNICATION, DIGITAL STUDIES CERTIFICATE

### J-SCHOOL TAKEAWAY

Tableau! I'm just kidding. I learned a lot about genuine group work and how to be a valuable team player after so many collaborative projects, which is an important skill that I will take with me into my future in communications.



# NOA SOLOMON

---

**REPORTING, DISABILITY  
RIGHTS & SERVICES AND  
SPORTS COMMUNICATION  
CERTIFICATES**

## **J-SCHOOL TAKEAWAY**

To the world you might be one person, but  
to one person you have the ability to be the  
world.



# KARL SOMERVILLE

---

**STRATEGIC COMMUNICATION  
AND COMMUNICATION ARTS,  
DIGITAL MEDIA PRODUCTION  
CERTIFICATE**

## **J-SCHOOL MEMORY**

Lots of great memories in Katy Culver's Law  
Course!



# JESSICA SONKIN

---

**REPORTING AND STRATEGIC  
COMMUNICATION,  
BUSINESS FUNDAMENTALS  
CERTIFICATE**

## **J-SCHOOL TAKEAWAY**

Overthink less, do more. Come up with an idea and run with it.



# ARIEL SPIEGELMAN

---

**STRATEGIC  
COMMUNICATION, DIGITAL  
STUDIES CERTIFICATE**

**J-SCHOOL TAKEAWAY**

The importance of effective communication skills.



# MAX STAPLETON

---

**REPORTING AND  
COMMUNICATION ARTS,  
SPORTS COMMUNICATION  
CERTIFICATE**

**J-SCHOOL TAKEAWAY**

How to listen to others' stories.



# GRACE STEINAGEL

---

**STRATEGIC  
COMMUNICATION, DIGITAL  
STUDIES CERTIFICATE**

## **J-SCHOOL TAKEAWAY**

It's not just about the work, it's also about the people you work with. Feeling connected to the team you're on and being able to trust them truly makes the experience so much better.



# TAYLOR SUNKE

---

**STRATEGIC COMMUNICATION  
AND COMMUNICATION ARTS,  
BUSINESS AND DIGITAL  
STUDIES CERTIFICATES**

## **J-SCHOOL MEMORY**

PRSSA was a big part of my experience at UW-Madison, and I formed incredible professional and personal connections through the organization.



# LILA SZYRYJ

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## REPORTING AND STRATEGIC COMMUNICATION

### J-SCHOOL QUOTE

"You need to know WHY you are who you are."

- Michael Wagner, 2019, J201



# MARGARET TERRY

---

## STRATEGIC COMMUNICATION

## J-SCHOOL MEMORY

Being in Journalism 411 with Katy Culver. It was the first design course I've ever taken and I really enjoyed the environment of designing and collaborating with my peers in a small classroom setting.



# KELLY TIPTON

---

**STRATEGIC COMMUNICATION,  
DIGITAL STUDIES AND  
ENTREPRENEURSHIP  
CERTIFICATES**

## **J-SCHOOL TAKEAWAY**

To always ask questions and never be afraid  
to take a risk.



# **ZEHRA TOPBAS**

---

**STRATEGIC COMMUNICATION,  
POLITICAL SCIENCE AND  
LIBERAL ARTS, ITALIAN  
CERTIFICATE**

## **J-SCHOOL TAKEAWAY**

Look for stories where you might not expect one. You will be surprised by what you find. (And always proofread – the AP Stylebook is your best friend.)



# MADELAINE TRIEBOLD

---

**STRATEGIC  
COMMUNICATION, DIGITAL  
STUDIES CERTIFICATE**

## **J-SCHOOL MEMORY**

My favorite J-School memory was winning best campaign in Journalism 345 with Pete Long.



# ANTHONY TROMBI

---

**REPORTING AND  
POLITICAL SCIENCE**

## **J-SCHOOL TAKEAWAY**

How to plan ahead for tasks weeks in advance and be able to change/adapt whenever needed.



# MICAELA UDELL

---

## STRATEGIC COMMUNICATION, DIGITAL STUDIES CERTIFICATE

### J-SCHOOL TAKEAWAY

I have learned a plethora of writing skills, as well as presenting skills that I will take with me for my job in the future!



# MATTHEW VAN BASTELAER

---

STRATEGIC COMMUNICATION  
AND PSYCHOLOGY,  
SPORTS COMMUNICATION  
CERTIFICATE

## J-SCHOOL MEMORY

The "train derailment in Stoughton" and the  
"bridge collapse in Monona."



# JACKSON WALKER

---

**REPORTING, STRATEGIC  
COMMUNICATION AND  
ENGLISH, LEADERSHIP  
CERTIFICATE**

## **J-SCHOOL TAKEAWAY**

Challenge represents an opportunity for growth.



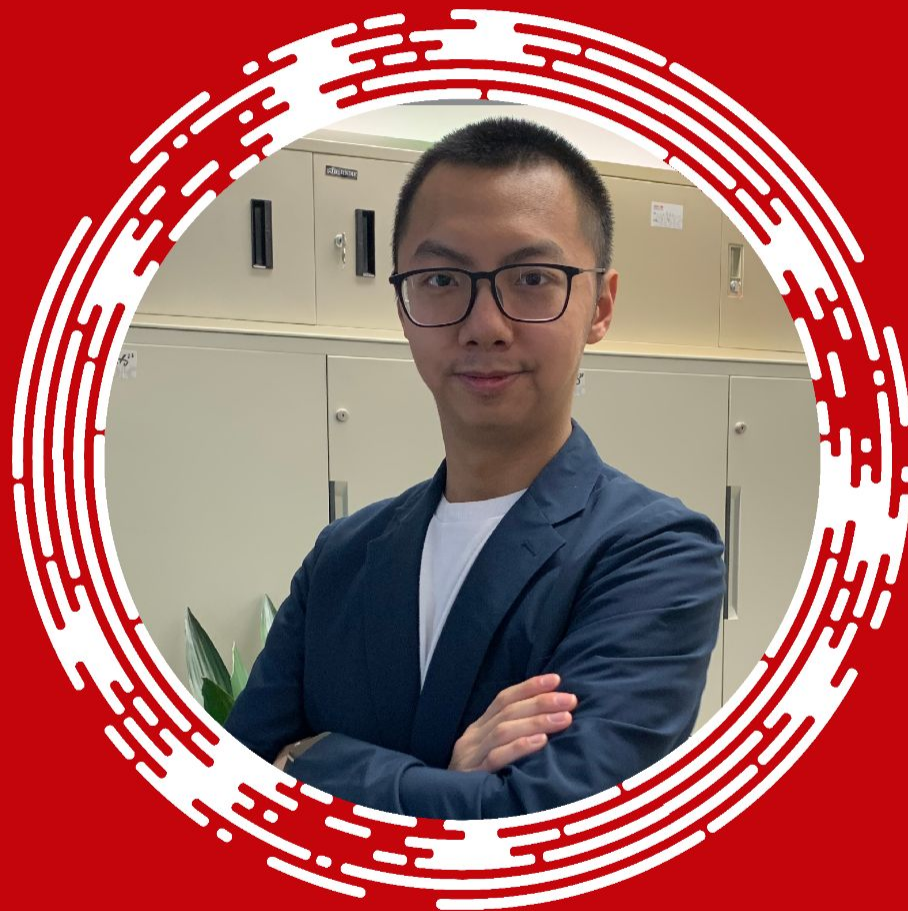
# HAOYAN (KEN) WANG

---

**REPORTING, POLITICAL  
SCIENCE AND INTERNATIONAL  
STUDIES, GERMAN, PUBLIC  
POLICY AND EUROPEAN  
STUDIES CERTIFICATES**

## **J-SCHOOL MEMORY**

Creating my individual story website about  
German Cultural Heritage in Wisconsin.



# SARA WEISBLAT

---

## STRATEGIC COMMUNICATION

## J-SCHOOL TAKEAWAY

We shape what society sees in the media and the media rules the world, so in entering this field we must recognize this responsibility.



# MIA WEISFELD

---

**STRATEGIC  
COMMUNICATION**

**J-SCHOOL TAKEAWAY**

Printing Press (shoutout Gutenberg)



# SAMANTHA WEITZ

---

**STRATEGIC COMMUNICATION,  
DIGITAL STUDIES AND  
SCIENCE COMMUNICATION  
CERTIFICATES**

## **J-SCHOOL TAKEAWAY**

The J-School taught me the value of  
working on a team.



# MARY WENTHUR

---

## REPORTING

### J-SCHOOL MEMORY

Working with Dear Diary at Cherokee Heights Middle School. Helping young Black girls grow self-esteem, learn affirmations and achieve professional excellence.



# ABIGAIL WINTERBURN

---

**REPORTING, DIGITAL  
STUDIES CERTIFICATE**

## **J-SCHOOL TAKEAWAY**

One important thing that the J-School taught me is that in every situation there's a story, you just have to be willing to dig for it.



# MELAINA ZETLEY

---

## STRATEGIC COMMUNICATION, GRAPHIC DESIGN CERTIFICATE

### J-SCHOOL MEMORY

I loved all the experience I got with my professors and the TA's...they're some of the best educators I've had during my time at UW-Madison.



# YINFAN ZHOU

---

## STRATEGIC COMMUNICATION

### J-SCHOOL QUOTE

"When I write an advertisement, I don't want you to tell me you find it 'creative.' I want you to find it so interesting that you buy the product."

- David Ogilvy





School of Journalism  
and Mass Communication  
UNIVERSITY OF WISCONSIN-MADISON

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**CONGRATULATIONS,  
CLASS OF 2023!**